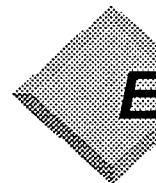


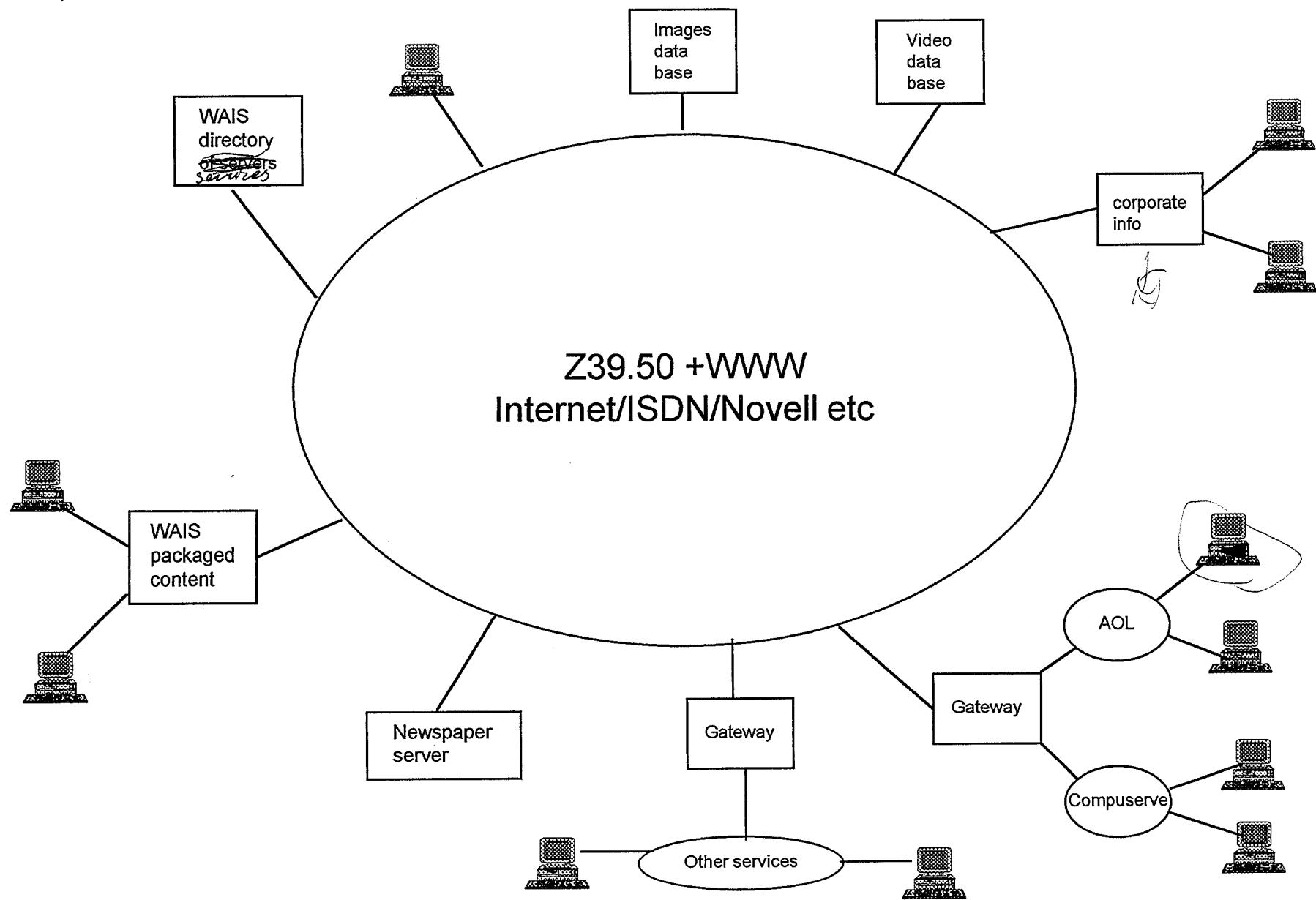
Mission

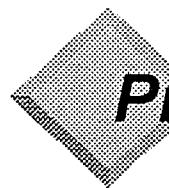
- | ❖ To become the leading provider of tools and services for electronic publishing on wide area networks
- | ❖ To become the leading provider of WAIS packaged content for professional use-- commercial, legal and government

we can take lots of publishers and create to ^{personalized} ~~packaged~~ delivery of that information



Electronic Publishing Environment





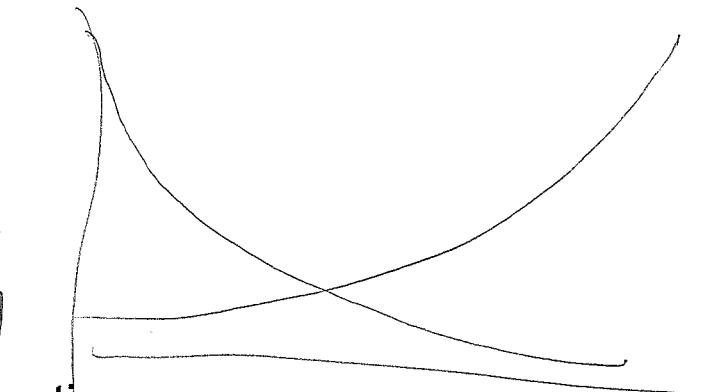
Product Evolution

What consumers want?

- 1. Save time
- 2. Stay current
- 3. Personalized

Our answer

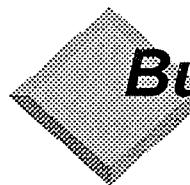
Integrate personal, corporate & ~~WAN~~ information



- ❖ Provide intuitive navigation via natural language query
- ❖ Provide interactive alerting for packaged content

Product Evolution
Agents Adaptive

What is our Server strategy
" " " Client →



Business/Product Evolution

Server

1. Current product components
2. Other publishing components

Client

1. Z39.50 protocol
2. Relevant Agent

Integrated Solutions

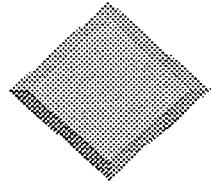
- WAIS Server
- WWW Servers
- Mosaic and other clients
- Newsfeeds
- Advertising
- Other Publisher Content

Partnered Publishing

- Dow Jones
- Times Fax
- Database America

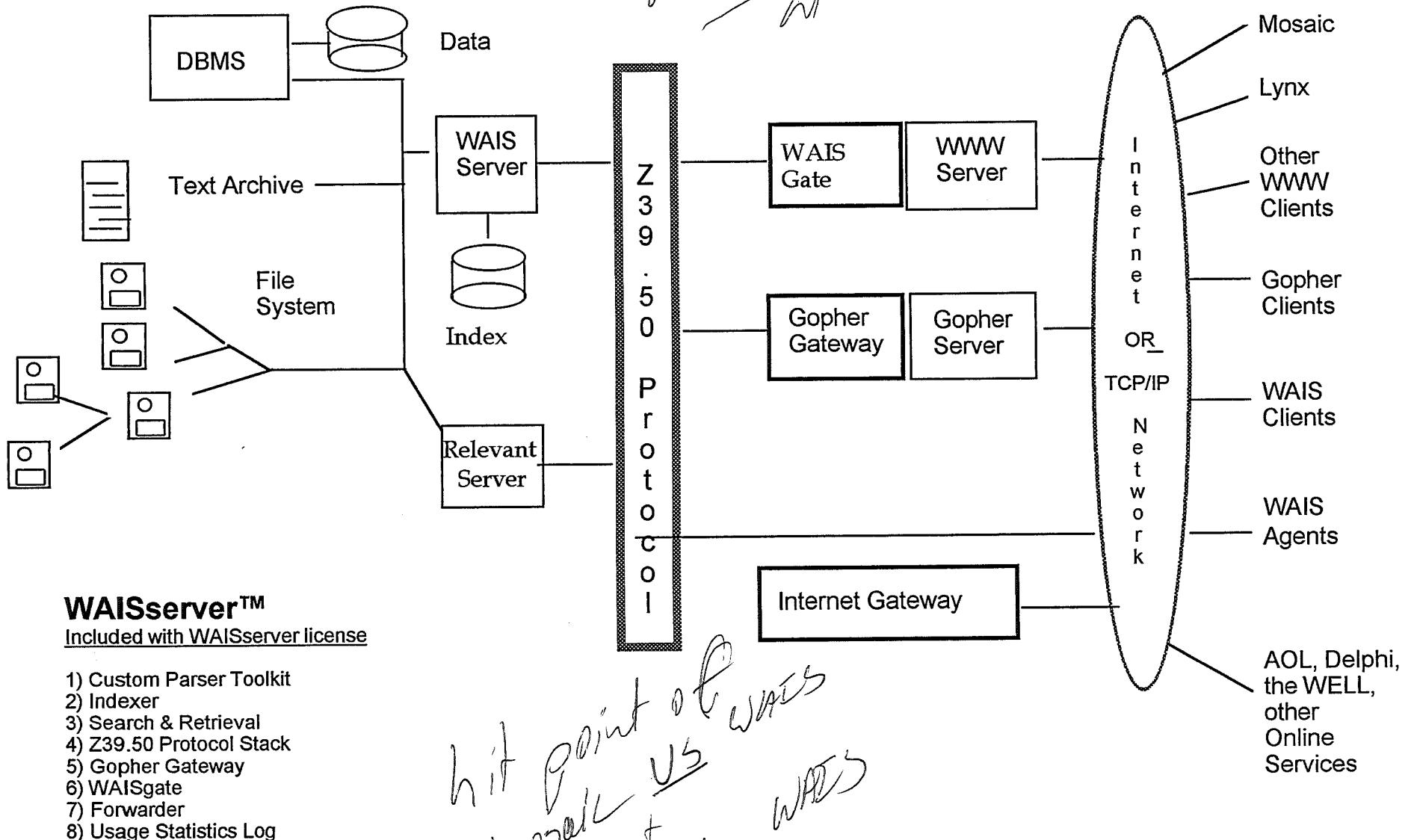
WAIS Packaged Content

*W3C is not interested
show how it fits in
world movement.
Emphasize the purpose
WP motivation (Pearl)
that we are playing*



Where the WAISserver Fits

*Not for requests for info.
W/ text not w/ Z39.50*



Market Segments and Product Competition/Partners

diff seg segments
Other people segment market into how will succeed
we believe people draw from all areas

Personal Information	Corporate Information	WAN/Information
	WATTS	AOL CompuServe Prodigy WWW WATTS
Interactive	Fujicum Conquest	Dialog Mead DownJones Westlaw
License	License, Sell	Fujicum+WAIS Conquest+WAIS
Alerting	E-Mail	Sell
		WATTS
		PED Individual Inc
		Develop Corporate Relevant
		Develop Relevant Packaged Content

slide or presentation we partner with AOL
Significant partners of ours why we partner with AOL
Partners to get people like to pay
why do people spend money
why our partner works

Status

1st 1/3 life

❖ Revenue

FY 93	\$ 400K	1st Server installations
FY 94	\$1,000K	2/3 Server Sales 1/3 Prod Svcs
FY 95	\$4,000K	1/2 Server Sales 1/2 Prod Svcs
FY 96	\$12,000K	Add royalties, maint., packaged content

❖ FY 95 Revenue

Q1	\$1,000K
Backlog	\$ 700K

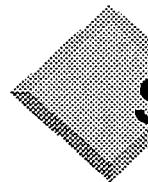
❖ Distribution

Direct including telesales
VARS Fujitsu, Novex, Integralis (UK)

Whole 5/3 life on 23rd July 1994

❖ FY 95 Products

Server Release 2
Adding Publishing Components
Integrating Agent with Interactive Alerting



Status (cont)

- ❖ Publishing Operations

 - Dow Jones

 - Encylopedia Britannica

- ❖ Organization Emphasis

 - Development

 - Senior Technical Managers

- ❖ Headcount (includes contractors in full time slots)

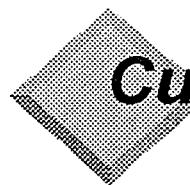
	Current	By June 30
Marketing & Sales	6	10
Production Services	8	10
Washington Office	2	4
Development	4	11
Administration	<u>6</u>	<u>6</u>
	27	41



Management Team

- ❖ Brester Kahle: CEO
WAIS Founder
Wide Area Information Server Project Leader- Thinking Machines, KPMG
Founding Engineer- Thinking Machines
- ❖ Bruce Gilliat: VP Sales & Mktng
VP Sales- Fibronics International
National Account Manager- AT&T Information Systems
Technical Consultant- Pacific Telephone
- ❖ John Duhring: VP Production Services/Business Development
On-line services consultant: Apple Computer, Dow Jones and others
General Manager- Supermac Software
Publishing Evangelist-- Apple Computer
Acquisition Editor- Prentice Hall
- ❖ Nick Scharf: CFO (currently a consultant)
Software Technology CFO and Business Consultant
CFO - VisiCorp, CopyMat
Controller- Tandem Computers
Arthur Andersen & Co

Bill Dunn

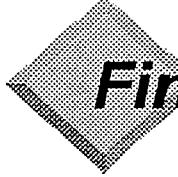


Customers

Important ones

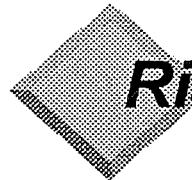
USGS
Intel Corporation
MARCorp
Science University of Tokyo
National Center for Manuf Sciences
Open Source
Stanford University
Moscow State University
Conquest
Dept of Energy/OSTI
EG&G Idaho, Inc.
Mitre
Environmental Protection Agency
~~Pandora~~
Cisco Systems, Inc.
Pacific Bell
Sun Microsystems
Scholastic, Inc.
Rice University
Adobe
CMP
Reuters

University of Tennessee
Boeing Computer Services
Lawrence Livermore National Lab
U.S. Government Printing Office
Science Applications International Corp.
Silicon Valley Public Access Link
House Information Systems
Delphi Internet Services Corporation
West Publishing Corporation
Los Alamos National Laboratory
Novell, Inc.
OSU/Eisenhower National Clearing House
New York Law Publishing House
National Technical Information Service
NASA - Goddard Space Center
Dow Jones
Encyclopedia Britannica
Martin Marietta Energy Systems
Curtin University of Technology
Fulcrum
Internet Shopping Network
AOL



Financing Needs

- ❖ Operating Capital \$1,000,000
- ❖ Expand Development \$1,000,000
- ❖ Product Acquisition/Expansion \$2,000,000



Risks

- ❖ Execution

- Evolve technology fast enough-- quality & breadth of solution

- Management Team

- Getting to Market-- positioning product/partnering

- ❖ Market Evolution

- Dominant closed system emerges-- Marvel?

- Internet collapses

- Internet does not evolve

- security

- commercial use

- subscriber base

- marketable content

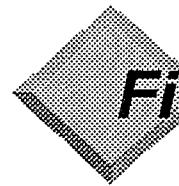
- ❖ Competition

- Systems integrators

- Information Providers

- Software Developers

- ❖ Financial-- Funding



Financial Forecast

To include 5 year forecast of revenue and cash needs here- probably a highly condensed version for the foil presentation